Repeat Business Additional Business Net new business Total Revenues



Source of Business Analysis For Net New Business

SA = Strategic Alliance CL= Client PPC = Pay Per Click PR = Phone Prospecting

 $RS = Referral \ Source \ CR = Client \ Referral \ NL = Newsletter \ SE = Speaking \ Engagement$

NG = Networking Group OP = Old Prospect CIO = Call in Office/Web Inquiry

NE = Networking Event EF = E-flyer TS = Trade Show

	REFERRAL SOURCES													Decision Maker	Annual	Industry		
Company	City	SA	RS	NG	NE	CL	CR	ОР	EF	PPC	NL	CIO	TS	PR	SE	Characteristics	Revenues/ # Employees	
							_											